



# 2018 Ohio Psychological Association Annual Convention

## Sponsorship and Visibility Opportunities

APRIL 26-28, 2018 | QUEST CONFERENCE CENTER | COLUMBUS

More than 300 psychologists, graduate students, exhibitors and poster presenters are expected to attend the annual OPA Convention. With more than 24 workshops scheduled over the three days, the OPA Convention is the perfect venue for vendors to highlight their products / services and increase their customer base. OPA is proud to offer vendors affordable visibility opportunities across mixed media platforms including print, online banners, event sponsorship and exhibit space.

Keeping your budget in mind, discounted sponsorship packages have been designed to save you money while providing you with the most exposure. OPA encourages you to review these opportunities. To join us at the convention, simply complete and return the sponsorship form on the back of this flyer.

### Print Opportunities

Each attendee will receive a registration packet upon their arrival. The following items are included:

- **ON-SITE CONVENTION BROCHURE**  
Each attendee will receive an on-site program filled with information about events, workshops and the convention schedule. Both color and BW ads may be purchased for this publication. Artwork deadline is March 30, 2018.
- **ATTENDEE PACKET INSERT**  
Exhibitors and sponsors may elect to include a flyer (8 1/2 x 11) in this packet. Vendors supply 400 copies of their flyer to the OPA office no later than April 7, 2018.

*Ad space is still available in the Convention Registration Brochure (distribution 4,000+), but time is running out!*

*Contact Leslie at Burgie MediaFusion  
(614.273.0783 or [leslie@burgiemediafusion.com](mailto:leslie@burgiemediafusion.com))  
for pricing and deadline information.*

### Event Sponsorship Opportunities

There are many opportunities to sponsor an event at OPA's Convention. Each sponsor receives recognition on the OPA website and on convention slides along with signage near the sponsored event. Sponsored events include:

- **BREAKFAST/AFTERNOON SNACK SPONSOR**
- **LUNCH OR RECEPTION SPONSOR**  
Includes the opportunity to speak (5 minutes) at the beginning of the event as well as complimentary attendance for two representatives at the sponsored event.
- **POSTER SESSION PRIZE SPONSOR**  
OPA hosts a student poster session each year. Each winner receives a cash prize and other prizes such as an OPA membership and opportunity to publish research.

### Exhibitor Opportunities

Exhibit space is available at the OPA Convention. Each exhibitor is recognized on OPA's website, convention slides and during the lunch program. Exhibitors also receive free lunch for two representatives on the days that their exhibit is open. A three-day exhibitor package as well as single day rates are available.

Attendees will be in the exhibit space for breakfast as well as during the morning and afternoon breaks. Exhibits are also opening during lunch. A tentative schedule is below:

#### THURSDAY, APRIL 26

7 – 8 a.m.	Exhibitor Registration & Set-up
8 a.m. – 5:30 p.m.	Exhibits Open

#### FRIDAY, APRIL 27

7:45 a.m. – 6 p.m.	Exhibits Open
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#### SATURDAY, APRIL 28

7:45 a.m. – 4 p.m.	Exhibits Open
After 4 p.m.	Tear Down/Move Out

### On-Line Opportunities

Online banner ads are available as part of our discounted sponsorship package pricing. Banner ads will be displayed on the OPA website and highlighted on the convention page where registration information is available.

*Save with our specially priced Sponsorship Packages ...  
see the back of this flyer for more information!*

*Looking for something different...  
contact Karen Hardin at [khardin@ohpsych.org](mailto:khardin@ohpsych.org) or  
614.224.0034 to develop a custom sponsorship package!*

OPA Convention Sponsorship and Visibility Package Pricing 

<i>select</i>	<b>COST-SAVING SPONSORSHIP PACKAGES</b>			
<input type="checkbox"/>	<b>PLATINUM</b>	<ul style="list-style-type: none"> <li>3-Day Exhibitor Package</li> <li>Attendee Packet Insert</li> <li>One afternoon break sponsorship</li> <li>Online large banner ad</li> </ul>	<ul style="list-style-type: none"> <li>Color full-page ad in Convention On-Site Brochure</li> <li>One lunch sponsorship</li> <li>One reception sponsorship</li> </ul>	<b>\$2,000</b> <i>Save \$1,170</i>
<input type="checkbox"/>	<b>GOLD</b>	<ul style="list-style-type: none"> <li>3-Day Exhibitor Package</li> <li>Attendee Packet Insert</li> <li>Color full page ad in Convention On-Site Brochure</li> </ul>	<ul style="list-style-type: none"> <li>One afternoon break sponsorship</li> <li>Online small banner ad</li> <li>One lunch sponsorship</li> </ul>	<b>\$1650</b> <i>Save \$635</i>
<input type="checkbox"/>	<b>SILVER</b>	<ul style="list-style-type: none"> <li>3-Day Exhibitor Package</li> <li>Attendee Packet Insert</li> <li>Online small banner ad</li> </ul>	<ul style="list-style-type: none"> <li>B&amp;W half page ad in Convention On-Site Brochure</li> <li>One morning break sponsorship</li> </ul>	<b>\$1000</b> <i>Save \$360</i>
<input type="checkbox"/>	<b>BRONZE</b>	<ul style="list-style-type: none"> <li>3-Day Exhibitor Package</li> <li>Attendee Packet Insert</li> </ul>	<ul style="list-style-type: none"> <li>B&amp;W half page ad in Convention On-Site Brochure</li> </ul>	<b>\$600</b> <i>Save \$125</i>

<i>select</i>	<b>A LA CARTE SPONSORSHIP PRICING</b>		
<b>PRINT ADVERTISING OPPORTUNITIES</b>			
<b>On-Site Convention Brochure (Artwork Deadline March 30, 2018 - send to <a href="mailto:leslie@burgiemediafusion.com">leslie@burgiemediafusion.com</a>)</b>			
<input type="checkbox"/>	<b>Full Page BW</b>	5 1/2 X 8 vertical	<b>\$175</b>
<input type="checkbox"/>	<b>Full Page Color</b>	5 1/2 X 8 vertical	<b>\$200</b>
<input type="checkbox"/>	<b>Half Page BW</b>	5 1/2 X 4 horizontal	<b>\$125</b>
<input type="checkbox"/>	<b>Half Page Color</b>	5 1/2 X 4 horizontal	<b>\$150</b>
<b>EXHIBITOR &amp; OTHER ON-SITE OPPORTUNITIES</b>			
<input type="checkbox"/>	<b>3-Day Exhibitor</b>	Includes lunch for two representatives each day of the convention	<b>\$375</b>
<input type="checkbox"/>	<b>1-Day Exhibitor</b>	Includes lunch for two representatives on the day of your exhibit. Select the day of your exhibit: <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/> Saturday	<b>\$175</b>
<input type="checkbox"/>	<b>Packet Insert</b>	8 1/2 X 10 flyer included in attendee packet (must be an exhibitor or sponsor)	<b>\$225</b>
<b>EVENT SPONSORSHIP OPPORTUNITIES</b>			
<input type="checkbox"/>	<b>Break Sponsor</b>		<b>\$450</b>
<input type="checkbox"/>	<b>Lunch / Reception Sponsor</b>		<b>\$950</b>
<input type="checkbox"/>	<b>Poster Session Prize Sponsor</b>		<b>\$200</b>

**SPONSOR INFORMATION:**

Organization: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Website: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**PAYMENT INFORMATION ..... TOTAL AMOUNT DUE \$ \_\_\_\_\_**

Check Enclosed  Credit Card ( Visa /  Mastercard /  AMEX)

Make checks payable to OPA and mail to:  
 395 E. Broad St. Ste. 310; Columbus, Ohio 43215

\_\_\_\_\_ account number

\_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code

**FAX OR EMAIL COMPLETED FORMS TO  
 614.224.2059 OR [KHARDIN@OHPSYCH.ORG](mailto:KHARDIN@OHPSYCH.ORG)**